

Supplemental Table 1. Websites and webpages used to host questionnaire

Eumom
Mummy Pages
Recession Busting Moms
Schooldays
Fulltimemum
HerFamily
Magicmum
Wonderbaba
Fiona O'Farrell Nurturing Child Development

Supplemental Table 2. Estimated associations between (ORs and 95% CIs) parental experience and key socio-demographic variables with parental knowledge.

	<i>Dependent variable:</i>	
	Knowledge of correct definition of fever temperature 38°C (1)	Do you alternate between fever reducing medications (no) (2)
Years of parenting experience	0.99 (0.98, 1.01)	1.01 (0.99, 1.03)
Age (years)	0.98 (0.94, 1.01)	1.05 (1.02, 1.10)
Female (vs. male)	0.88 (0.42, 1.76)	1.40 (0.64, 2.88)
Any 3rd level education (vs none)	0.69 (0.42, 1.12)	1.49 (0.92, 2.40)
Has a partner (vs. none)	0.48 (0.20, 1.02)	0.94 (0.45, 1.88)
Constant	13.78 (2.77, 72.62)	0.20 (0.04, 1.04)
Observations	800	792
Log Likelihood	-518.03	-466.30
Akaike Inf. Crit.	1,048.05	944.60

Supplemental Table 3. Estimated associations between (ORs and 95% CIs) parental experience and key socio-demographic variables with parental knowledge.

	<i>Dependent variable:</i>				
	Every child with a fever needs fever reducing medications (false) (1)	Every child with a fever needs antibiotics (false) (2)	Antibiotics are used to treat infections caused by bacteria (true) (3)	Antibiotics are used to treat infections caused by viruses (false) (4)	In all cases of fever there is an infection (false) (5)
Years of parenting experience	0.99 (0.98, 1.01)	1.01 (0.99, 1.03)	0.97 (0.94, 1.01)	1.02 (0.99, 1.06)	1.01 (0.99, 1.03)
Age (years)	0.98 (0.94, 1.01)	1.05 (1.02, 1.10)	1.08 (1.01, 1.16)	0.94 (0.89, 0.99)	1.03 (0.99, 1.07)
Female (vs. male)	0.88 (0.42, 1.76)	1.40 (0.64, 2.88)	1.18 (0.19, 4.19)	0.18 (0.08, 0.42)	1.05 (0.52, 2.29)
Any 3rd level education (vs none)	0.69 (0.42, 1.12)	1.49 (0.92, 2.40)	1.74 (0.73, 3.74)	0.45 (0.24, 0.89)	0.61 (0.39, 0.99)
Has a partner (vs. none)	0.48 (0.20, 1.02)	0.94 (0.45, 1.88)	0.72 (0.11, 2.52)	0.60 (0.25, 1.65)	0.77 (0.39, 1.58)
Constant	13.78 (2.77, 72.62)	0.20 (0.04, 1.04)	1.00 (0.05, 27.60)	11.26 (1.06, 117.08)	0.24 (0.05, 1.23)
Observations	798	799	799	798	799
Log Likelihood	-550.70	-145.93	-172.06	-229.36	-474.98
Akaike Inf. Crit.	1,113.39	303.86	356.13	470.73	961.97